Fiscal Year 2016 Arts Grants Workshops and Webinars

Format for the Grant Workshops & Webinars

∇ Part I:

- Brief overview of the Office of the Arts and Alexandria Commission for the Arts
- Key dates for the grant cycle
- Changes to the grant cycle
- Final Reports

∇ Part II:

- Detailed information about the Grants Offered
- One-on-one, case specific information
- Questions

Office of the Arts

a Division of the Department of Recreation, Parks and Cultural Activities, established September 2008

Mission:
*To serve the public by investing in and celebrating the creativity of artists
and promoting the value of arts and culture in the City of Alexandria.
By engaging the community and facilitating greater access to the arts, the Office strives
to build a vibrant community for all the City's residents, workers and visitors.*

Office of the Arts

Programs & Services:
- Durant Arts Center
- Public Art Acquisition & Maintenance
- Poet Laureate Program
- Mobile Art Lab
- DASHing Words In Motion
- City Galleries Program
- Art in City Hall
- Administration of Arts Grants
- Internship Program
- Arts Education/Classes
- Volunteer Program
- Capacity Building Workshops

Strategic Planning & Analysis:
- Public Art Implementation Plan
- Arts & Economic Prosperity Study
- Alexandria Cultural Plan
- AftA Diversity Analysis
- Regional Representation
- Policies & Procedures
- Strategic Alliances

Marketing/PR:
- Website
- Press
- Community Outreach

Alexandria Commission for the Arts

Mission:

*"To provide leadership in the development of a
vibrant and sustainable arts community that engages audiences
and to encourage support and appreciation for the arts
as a cornerstone of Alexandria's identity and
cultural, social and economic vitality."*
(Adopted February 23, 2008)

Composition of the Commission:

16 volunteer members, appointed by City Council for 3 year terms:

- 3 members shall have specific expertise in visual arts, either as professional practitioners of visual art, as curators of visual art, or as professional administrators working in the field.
- 4 members shall have expertise in other aspects of the arts, including but not limited to arts educators, professional practitioners of various art disciplines and professional administrators working in the field.
- 3 members shall be professionals in fields relevant to arts and cultural development, including cultural planning, marketing, financing and funding, tourism promotion, non-profit organizational development, and real estate development.
- 2 members shall be professionals in the field related to the visual appearance of the cityscape, such as architecture, environmental graphic design, landscape architecture or urban design.
- 3 members shall represent the public at large, as arts consumers or participants.
- 1 member shall be a student who resides in the city and attends a high school located in the City of Alexandria.

Key Dates for Grant Cycle

City's Budget Approved May 2015

Confirmation of Awards May 2015

Arts Commission Meeting To Develop Grant Recommendation: April 21, 2015

Grant Task Force Review April 10 2015

Staff Review: March 2-9, 2015

Deadline: February 27, 2015

Arts Grants Fiscal Year 2016

▽ **All programs and projects must occur in this timeframe:**

Begin after **July 1, 2015**

End before **June 30, 2016**

▽ **Workshops/Webinars:** New applicants - *arts organizations and artist(s)* - along with applicants who have not submitted an application in the past 2 years are required to attend. If they do not attend, they will be considered as ineligible. Due to changes in the granting process, other applicants are urged to attend these free workshops and webinars.

Arts Grants Fiscal Year 2016

PLAN AHEAD:

▽ **Last Day to Request Unique URL Link to Grant Applications:**

                            Monday, February 23, 2015

▽ **Deadline online submission (11:59 pm):**

                                    Friday, February 27, 2015

▽ **Deadline for hard copy (1):**

                            Monday, March 2, 2015, 5 pm

                            LEE CENTER, 1108 Jefferson Street

Arts Grant Program Fiscal Year 2016

∇ **Goal Tracking is part of the application**
- SMART Goal (Specific Measurable Attainable Realistic Timely)
- Goal is included in Panel's Summary Report and tracked
- Information used as a tool to provide historical perspective and assess the organization's or individual's growth

∇ **Cash Match must be met by June 15, 2016**
- Funding from the City of Alexandria from other Departments, including Alexandria City Public Schools, cannot be used for the cash match

∇ **Alignment with the City's Strategic Plan:**

All grant applicants receiving City Funding must be aligned to the City's Strategic Plan.

Changes to the Arts Grants

∇ **Eligibility Criteria**

- Standard criteria for all grant applications
- Grant-Specific criteria
- Available to applicants in a single online location and used as a staff checklist for application review.

∇ **Organized form by eligibility questions and three sections for assessment:**

- Artistic Excellence and Innovation
- Public Engagement and Benefit to the City of Alexandria
- Management and Budget

Changes to the Arts Grants

▽ **Removed redundant or non-essential questions**

▽**Aligned questions one-to-one with scoring rubric items and eligibility criteria (as applicable)**

▽ **Use of Scoring Rubrics:**

> Designed to reduce subjectivity in the review process by using rubrics for each assessment item

Changes to the Arts Grants

∇ Grants Taskforce

Role: Single Task Force to review all eligible applications received through the Organizational and Special Opportunities Grant Programs

Composition: Up to 9 members comprised of Arts Commissioners, arts administrators, artists, community members, and patrons—reviews all relevant applications submitted for review by the Office of the Arts and completes a standardized scoring sheet for each application.

Conflict of Interest: No members of Task Force are allowed to have any conflict of interest with any grant applicant. Task Force Members are appointed by ACA and do not submit an application.

Changes to the Arts Grants

∇ **Grants Taskforce Meeting**

- Staff-facilitated
- Public meeting –
  - **Friday, April 10, 2015**, Durant Arts Center, 1605 Cameron Street, Alexandria, VA
- No interviews or interactions with the applicants – applications stand on their own
- Scoring done by Grants Taskforce
- Funding recommendations to ACA, then ACA makes final recommendation to the City.

Goals for Arts Grants Fiscal Year 2016

- The Arts Grants goals were reviewed and three new goals developed:
  - To strengthen Alexandria's creative capacity by providing its citizens with diverse opportunities to meaningfully engage with the arts;
  - To create a vibrant urban environment by supporting individual artists, organizations, and other entities in the creation, performance, and presentation of works of art across the City of Alexandria; *and*
  - To improve the capacity and stability of Alexandria-based arts organizations to create, perform, and present works of artistic excellence and innovation through organizational support and program funding.

Arts Grants Fiscal Year 2016

∇ **Grants offered for Fiscal Year 2016**

- *Grants for Organizations (1:1 cash match required)*
  - *Operating Support (up to $15,000, not to exceed 25% of operating budget)*
  - *Program (up to $10,000, not to exceed 50% of program budget)*
- *Grant for Artists (no cash match required)*
  - *Special Opportunity (up to $5,000)*

Arts Grants For Organizations
Fiscal Year 2016

Operating Support grants (up to $15,000, not to exceed 25% of operating budget) provide unrestricted operating funds for Alexandria-based arts organizations' regular programming activities and administration.

Program grants (up to $10,000, not to exceed 50% of program budget) support an ongoing or short-term arts program performed or presented to substantially engage or benefit the citizens of the City of Alexandria.

Arts Grants for Individual Artist(s) Fiscal Year 2016

Special Opportunity Grants (up to $5,000) for individual artists and artist teams encourage innovative, thought-provoking projects that engage citizens and visitors in Alexandria's public spaces.

Final Report

▽ **Staff Verification:**

☑ Was the final report submitted by June 15th?

☑ Has the organization met the CASH match requirement by June 15th?

☑ Has the budget information been accurately completed?

☑ Has a brief description been provided that speaks to the community benefit received as a result of the funded activities?

☑ Have the FY 2016 activities been reported in the requested format?

▽ **Importance:**

- Final Reports are provided to Arts Commissioners
  - Percentage of Total Income represented by ACA Grant
  - Cost per audience member/participant served
- Descriptions are printed in Annual Report and provided to City Council
- Helps the Arts Commission advocate for you

Reminder: Access FY2016 grant applications through June 30, 2016

Annual Arts Grants

∇ **Office of the Arts Home Page:**

- www.alexandriava.gov/Arts

∇ **Online Grant Application Request links to:**

- Arts Operating Grant
- Program Grant
- Special Opportunity Grant

Website stays up through June 30, 2016

3 Steps to Submit Online Grant Application

Step 1.

Review on-line grant materials on the website
and determine which grant best suits your needs

Step 2.

Compile information and write grant

Step 3:

Submit grant on-line
(application can be saved and edited before submitting)

Resources:

- **Online Fundraising Sources**
- **Grant-seeking and Nonprofit Resources at the Alexandria Library**
- **Alexandria Commission for the Arts**
- **Alexandria Arts Forum**
- **Volunteer Alexandria**

Fiscal Year 2016
Grant Workshops and Webinars

Questions?

Discussion

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